



Georgia Institute of Technology

Library and Information Center
Atlanta, Georgia

Discovery Workshop Findings & Translations Report



WORKSHOP PARTICIPANTS

Steelcase/Ivan Allen Workspace

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Georgia Tech

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- Bruce Henson – Head of Information Services
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- Alicia Kelly – Interior Designer/Facilities Design and Const.

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Library and Information Center & Steelcase

On October 1st & 2nd of this year, Steelcase research on higher education was shared with members of the Georgia Tech academic and administrative staff. The meetings between key library staff and Steelcase consultants resulted in a request for Steelcase to apply our research methodology. The objective would be to explore how student study/work behaviors might influence future spatial applications on the Library West Commons, 2nd floor.

The Discovery Workshop was held on November 10th and 11th and led by Steelcase Applied Research Consultants and the Ivan Allen Workspace team. Participants in the workshop included library leaders, staff, and students who became involved in the discovery and creation process.



Steelcase
METHODOLOGY
FOR
INNOVATION

ASK/UNDERSTAND

This part of the methodology includes traditional market research processes and the integration of prior research. It is critical to scope the project from a human perspective...

OBSERVE/INTERPRET

Observation is used to learn first hand about people and contexts of use. Interpretation is about translating research insights into opportunities for design.

**VISUALIZE/PREDICT/
CREAT A NEW EXPERIENCE**

Visualizing and predicting creates tangible experiences. Techniques include creating a visual prototypes, “works like” experiential mockups, or perhaps a video that shows how a service works. The key goal is to give users a new experience, then ask and observe them all over again.

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Objective: *To Apply Steelcase Research Methodology to uncover new insights at Georgia Institute of Technology specific to exploring how student study/work behaviors might influence future spacial applications on the second floor west of the library*

Method:

- Ask/Understand:
This part of the methodology includes traditional research processes. It is critical to scope the project from a human perspective.
- Observe/Interpret:
Observation is used to learn first hand about people and contexts of use. Interpretation is about translating research insights into opportunities for design.
- Visualize/Experience:
Visualizing and predicting creates tangible experiences. Participants created models of potential space based on their interpretations of the critical success factors & design principles developed from the Ask/Observe phases.

ASK/UNDERSTAND PHASE

Strategic Envisioning



Description & Objective of Exercise: SWOT

- Group discussed strengths, weaknesses, opportunities, and threats to the success of the library
- The objective was to discuss the present and future state of the library resulting in a focus on opportunities for change and improvement

STRENGTHS

- Talented staff dedicated to users
- Customer service
 - Students
 - Faculty
 - Staff
 - External \$ Internal
- Name “library” is good as a symbol
 - Gathering
 - Get together
- Unique resources
- 24/5 assistance



WEAKNESS

- Worn-out building, inappropriate furniture not supporting the task
- Aesthetics are old, square and rectangle
- Un-inspiring
- No reason to come to the library based on facility
- Understaffed in lots of areas
- Age association
- No one knows what the library offers, where is anything?
- Not integrated resources
- Bookstore
- No trolley stop
- Lack of parking @ library
- 20 min. walk to library from west campus

OPPORTUNITIES

- Need a place to get together to study and prepare presentations
- Access technology
- Support move to team learning
- Inventory of study space weak
- Library as “technology leader”
- Doing it right attracts users
- Library as a “magical place” provide for all users needs
- Integrated services with other technologies-Google
- Communication of integration-where to find what
- Market resources better
- Maintain flexibility in solution
- Make it fast
- Come to get “A” learn “B”
- Organize theme

THREATS

- Google-internet search easy
- Money (funding) cutbacks
- Other places on campus provide gathering and learning
- Technology square
- Sustain movement-keep current
- Must maintain flexibility
- Students think differently-must respond appropriate “way finding”



Client
Georgia Institute of Technology

Date
November 2003

Document
2nd floor west study

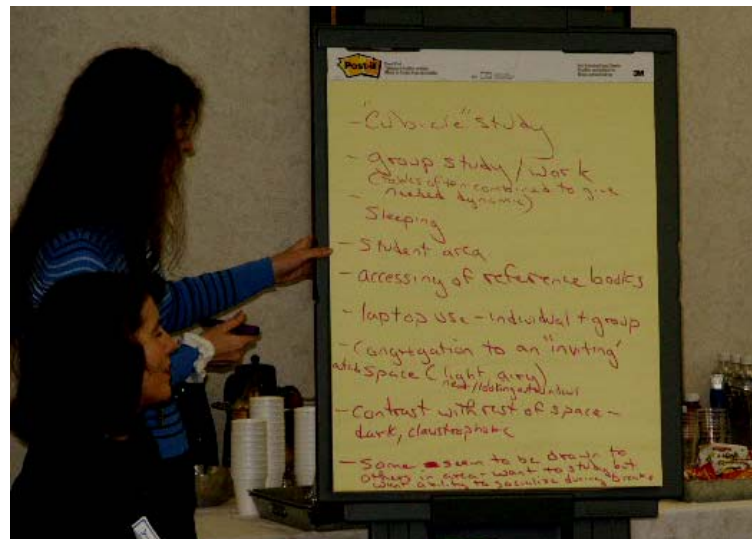
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ASK/UNDERSTAND PHASE

Description & Objective of Exercise: "AS IS"

- Participants divided into 2 teams to discuss and describe their perception of the second floor west space of the library.
- The objective was to focus on the second floor as it exists today and the experience one would have studying there.



TEAM # 1

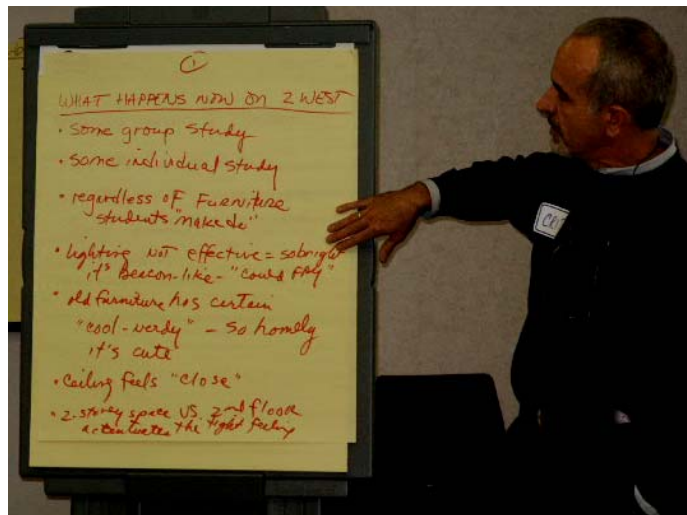
- Cubicle study
- Group study/work
tables of ten combined to give needed dynamic
- Sleeping
- Student area
- Accessing of reference books
- Laptop use-individual & group
- Congregation to an "inviting" outside space- light and airy-neat looking out windows
- Contrast with rest of space-dark and claustrophobic
- Some seem to be drawn to others in area-want to study but want the ability to socialize during breaks



ASK/UNDERSTAND PHASE

Description & Objective of Exercise: "AS IS"

- Participants divided into 2 teams to discuss and describe their perception of the second floor west space of the library.
- The objective was to focus on the second floor as it exists today and the experience one would have studying there.



TEAM #2

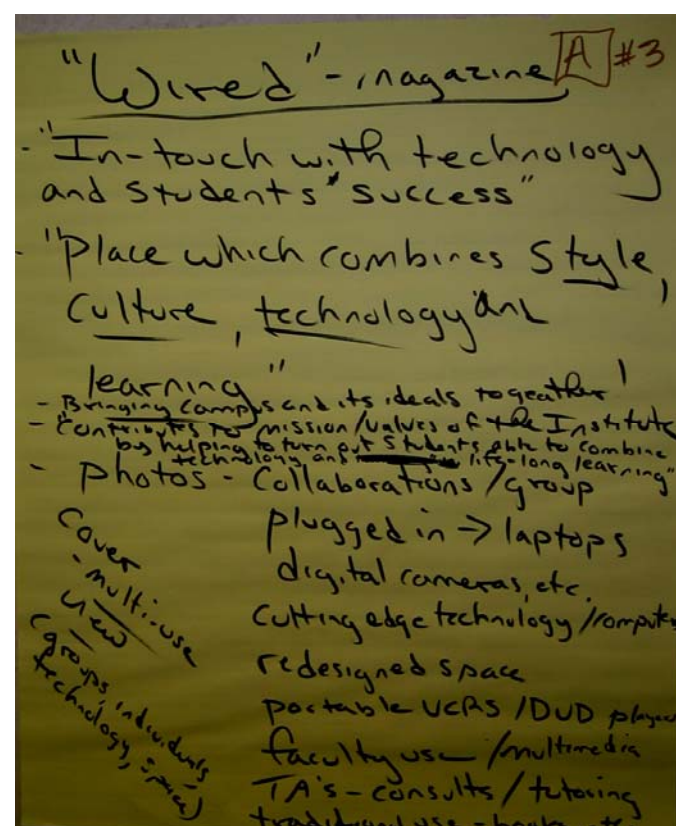
What happens on 2 west?

- Some group study
- Some individual study
- Regardless of furniture students "make do"
- Lighting not effective - so bright it is beacon like - "could fry"
- Old furniture has certain "cool-nerdy" appeal - so homely it's cute
- Ceiling feels "close"
- 2 story space vs. 2nd floor - accentuate the tight feeling
- Wireless access is appealing
- Students have to "make do"
- Aesthetics (or lack there-of) send students in opposite directions

ASK/UNDERSTAND PHASE

Description & Objective of Exercise: Cover Story Vision

- Six months from the completion of the project, a major magazine does the cover story on the Library 2nd floor renovation. The participants' divided into 2 teams, each team choosing their magazine, the headlines, images and key content.
- Objective was to discuss the long-term vision & goals of the group.



TEAM # 1

"Wired" Magazine

- In touch with technology and students success
- Place which combines style, culture, technology and learning
- Bringing campus and ideals together
- Contributes to mission/values of the Institute by helping to turn out students that are able to combine technology and life-long learning
- Photo ideas
 - collaborations/group
 - plugged in/laptops
 - digital cameras, etc.
 - cutting edge technology/computers
 - redesigned space
 - portable vcr/dvd players
 - faculty use/multimedia
 - ta's consult/ tutoring
 - traditional use-books, etc.
- Cover ideas
 - multi-use
 - view groups, individuals, technology and space

ASK/UNDERSTAND PHASE

Description & Objective of Exercise: Cover Story Vision

- Six months from the completion of the project, a major magazine does the cover story on the Library 2nd floor renovation. The participants' divided into 2 teams, each team choosing their magazine, the headlines, images and key content.
- Objective was to discuss the long-term vision & goals of the group.



TEAM # 2

US News & World Report

- "Retention is up"
- Photography
 - daytime photo & night time
 - happy students holding up grades
 - team working at an intensive level
 - focused on the outcome
 - rich heterogeneous mix of interaction and solo enterprises
- Descriptors of what is accomplished
 - superb collaboration
 - dynamic space
 - malleable
 - just in time content & technology assistance
 - 24 hour access to expertise (via virtual expertise)
 - Liberating aesthetics
 - relaxed, comfortable, home-like
 - bright, full of light
- President Clough says "Retention is up! I'm excited that retention has moved from #62 to #1 in the country among public institutions."

Photography

- daytime photo & night time
- happy students holding up grades
- team working at an intensive level (focused on the outcome)
- rich heterogeneous mix of interaction & enterprises & solo enterprise

Descriptors of what is accomplished

- superb collaboration
- dynamic space
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- Bright - full of light

Retention is up! Im excited that retention has moved from #62 - #1 in the country among public institutions

ASK/UNDERSTAND PHASE

Strategic Envisioning

Description & Objective of Exercise: Development of Critical Success Factors

- Participants develop the critical success factors for the potential project, first prior to observation and then refine factors after observation.
The statement to be completed is “the second floor is successful because it ...”.
- Objective was to determine the foundation for the design principles.

First iteration : “The second floor is successful because it ...”.

Is a flexible environment for technology; Natural incorporation;
Integrated intuitively & “Organically”

Is a place that takes “work” from Cradle to Grave; Complete all phases of work/project in one place

Is a “prototype” for future; Goal is improved retention as measurement; offers alternative types of neighborhoods

Its’ use communicates itself to users: specific users; to Georgia Tech as a whole; has an Icon to remember an uplifting experience

Creates a social/refreshed environment; allows “To see & Be seen”; offers a variety of relief spaces; prioritizes refreshment as “learn first, coffee second”

Engages students with components essential to their success; 1) Other Students 2) Access to technical and pedagogical support

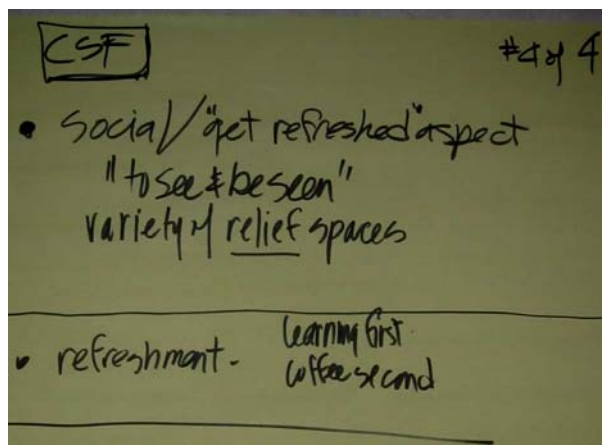
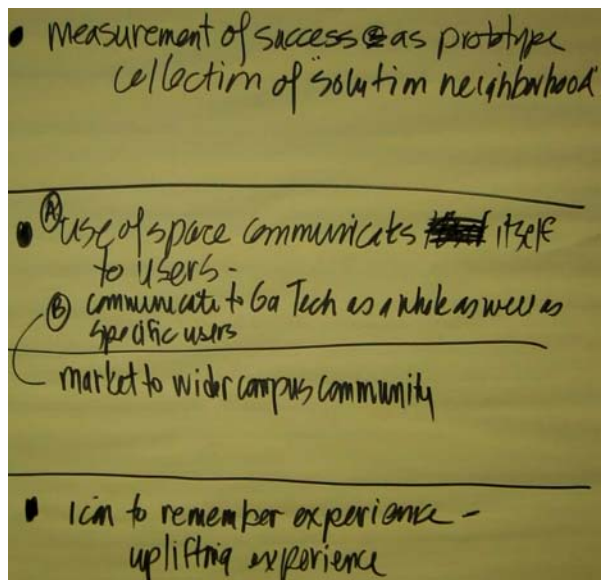
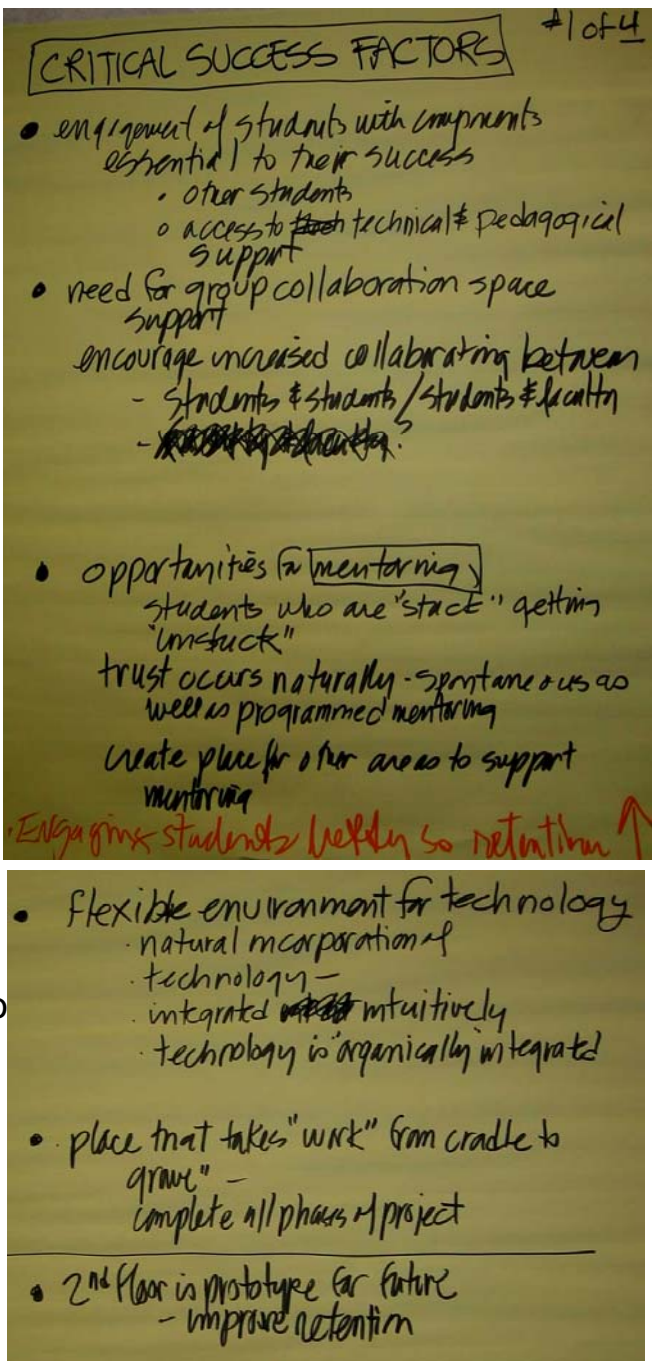
Supports the need for group collaboration space

Encourages increased collaboration between students & students and students & faculty

Increases opportunities for mentoring (students who are “stuck” getting “unstuck”) allowing trust to occur naturally/spontaneously as well as programmed mentoring

Creates a place for other university “areas” to support mentoring

Engages students better so retention is higher



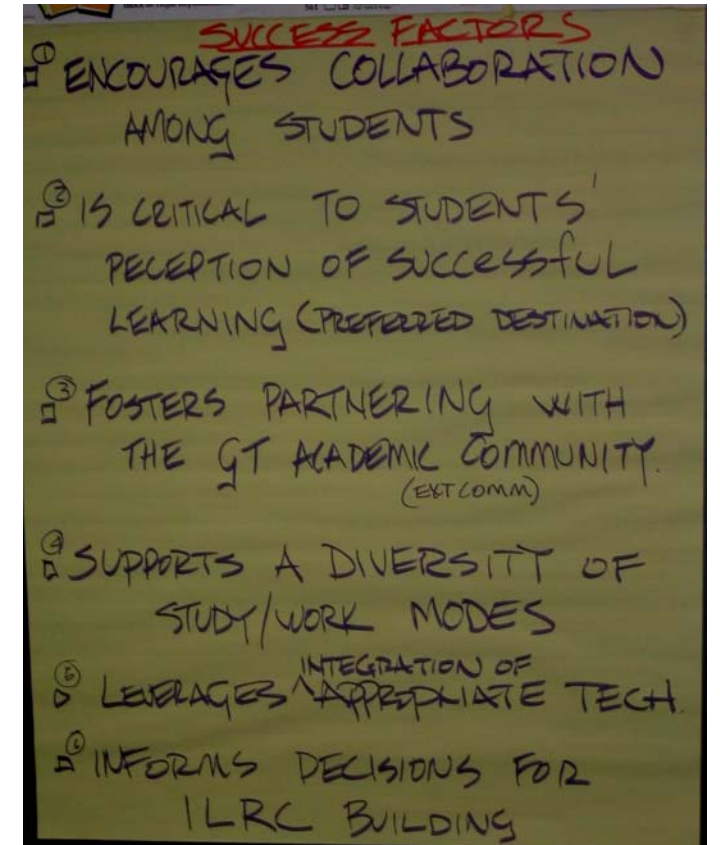
ASK/UNDERSTAND PHASE

Description & Objective of Exercise: Development of Critical Success Factors

- Participants develop the critical success factors for the potential project, first prior to observation and then refine factors after observation.
The statement to be completed is “the second floor is successful because it ...”.
- Objective was to determine the foundation for the design principles.

Second iteration : “The second floor is successful because it ...”.

- Encourages collaboration among students
- Is critical to students perception of successful learning (a preferred destination)
- Fosters partnering with the Georgia Tech academic community
- Supports a diversity of study/work modes
- Leverages integration of appropriate technology
- Informs decisions for ILRC building



OBSERVATION PHASE

Description & Objective of Exercise:

• Incorporates the use of real time archeology... Select Georgia Tech staff along with the research team observed and photographed student behavior in various campus locations including the library. Photos were then collected and grouped according to relevant issues and patterns.

• The objective used to learn first hand about people and contexts of use



Observed Patterns of Behavior & Use:

Collaboration
 with laptop
 with desktop
 without technology
Individual Study
 with laptop
 with desktop
 without technology
Relaxation
Social
Helping
Display
Wasted Space
Sporadic Use of Space

Collaboration

Observe & Interpret

Collaboration with laptop



Collaboration with desktop



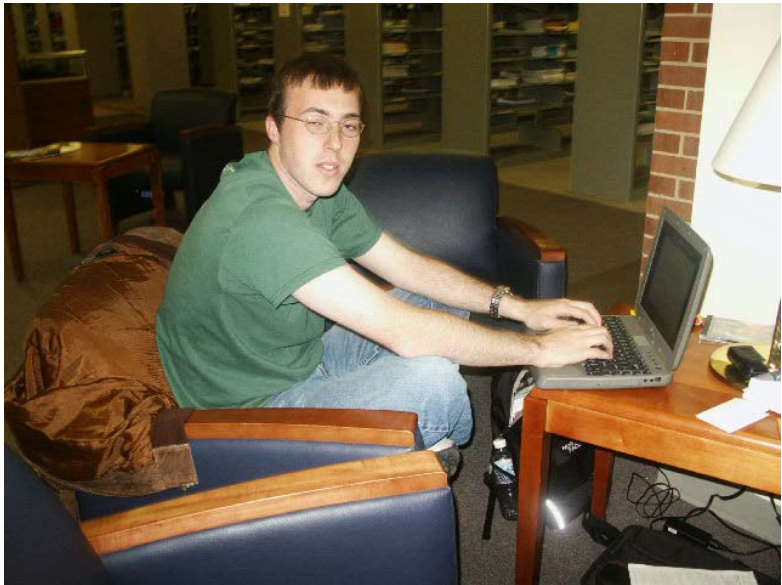
Collaboration w/o technology



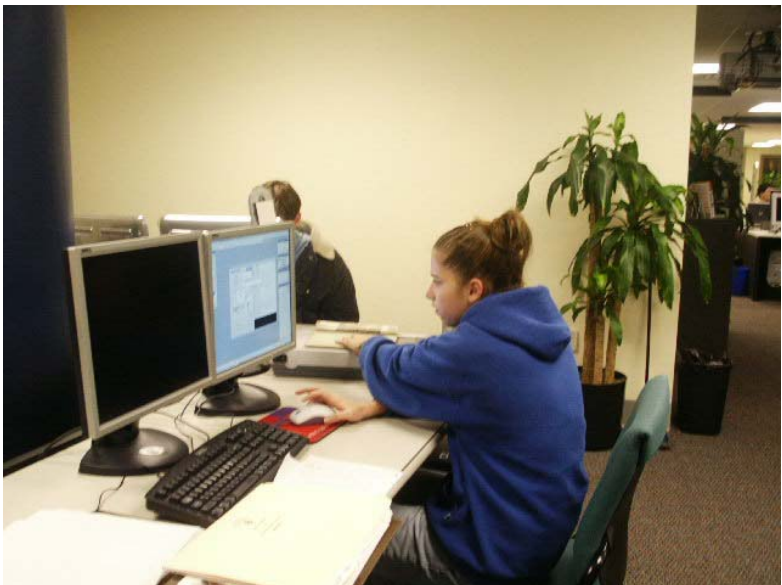
INDIVIDUAL STUDY

Observe & Interpret

Individual with laptop



Individual with desktop



Individual w/o technology



RELAXATION

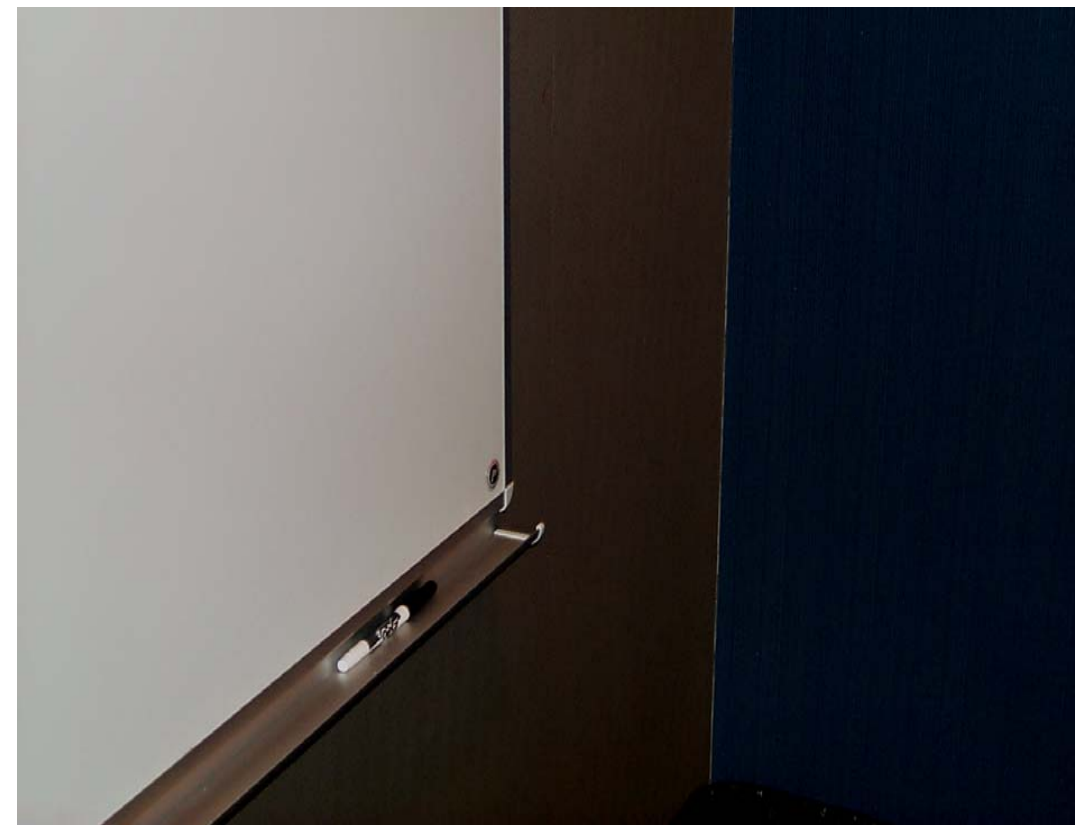
SOCIAL



HELPING

DISPLAY

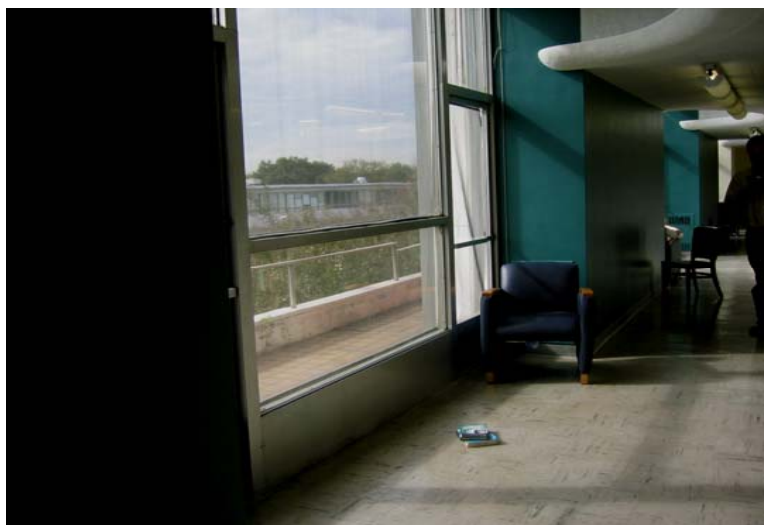
Observe & Interpret



WASTED SPACE

SPORADIC USE OF SPACE

Observe & Interpret



VISUALIZE & EXPERIENCE PHASE

Description & Objective of Exercise:

- After completing observation the participants divided into 4 teams to build models. Each team was given miscellaneous materials and asked to build representations of how space could illustrate the critical success factors and design principles.
- The objective was to give the research team a clearer understanding of the participants perception of how space could be leveraged to insure the success of the project.



Team 1



Team 2



Team 3



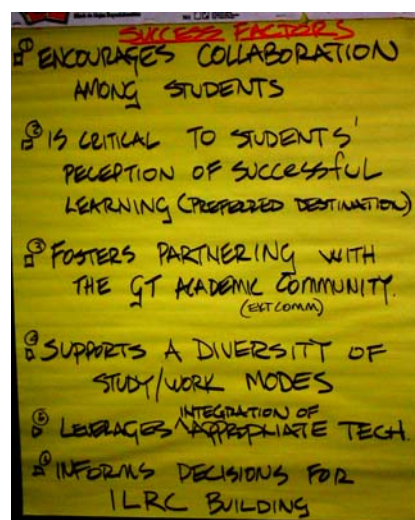
Team 4

FINDINGS OF DISCOVERY WORKSHOP

Ultimate Goal: Increase retention.

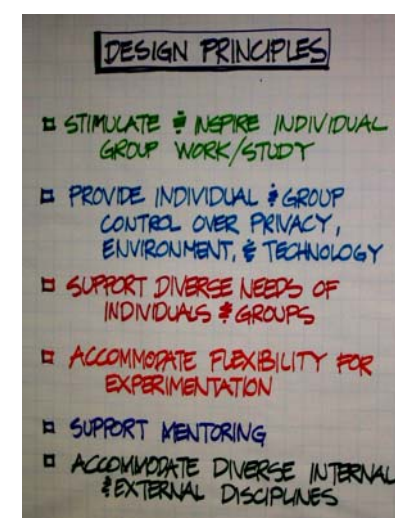
Critical Success Factors

- Encourages collaboration among students
- Is critical to students perception of successful learning (preferred destination)
- Fosters partnering with the Georgia Tech academic community
- Supports a diversity of study/work modes
- Leverages integration of appropriate technology
- Informs decisions for ILRC building



Design Principles

- Stimulate & inspire individual and group work/study
- Provide individual & group control over privacy, environment and technology
- Support diverse needs of individuals and groups
- Accommodate flexibility for environment
- Support mentoring
- Accommodate diverse internal & external disciplines



Translation into Concept

SYNTHESIS

Framework for Translation

Spatial Considerations:

Work/Study Modes

Rippling of Activity

Wayfinding

Relation enclosed to open
“Mall”

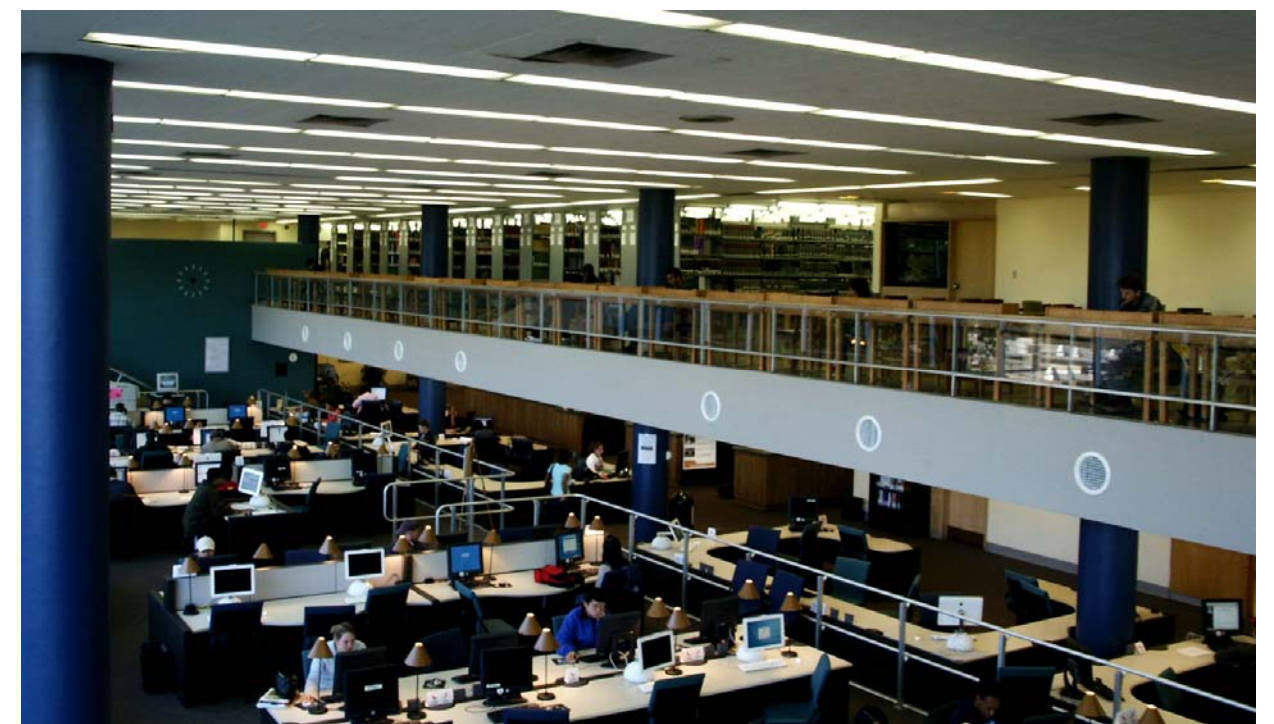
Stacks Opportunity

Light penetration

Technology

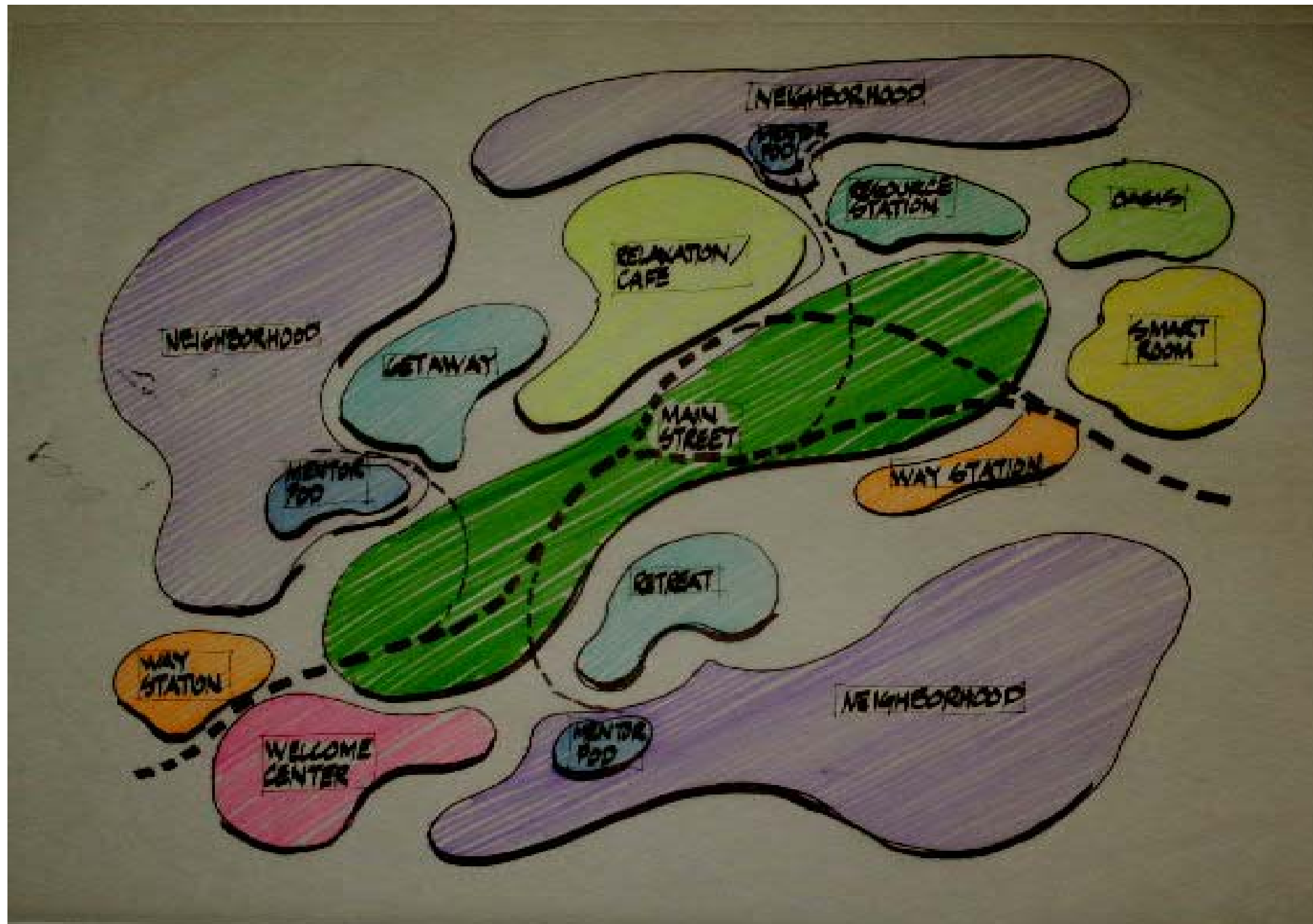
Seating: 2/3 and 4/6

Social Aspects



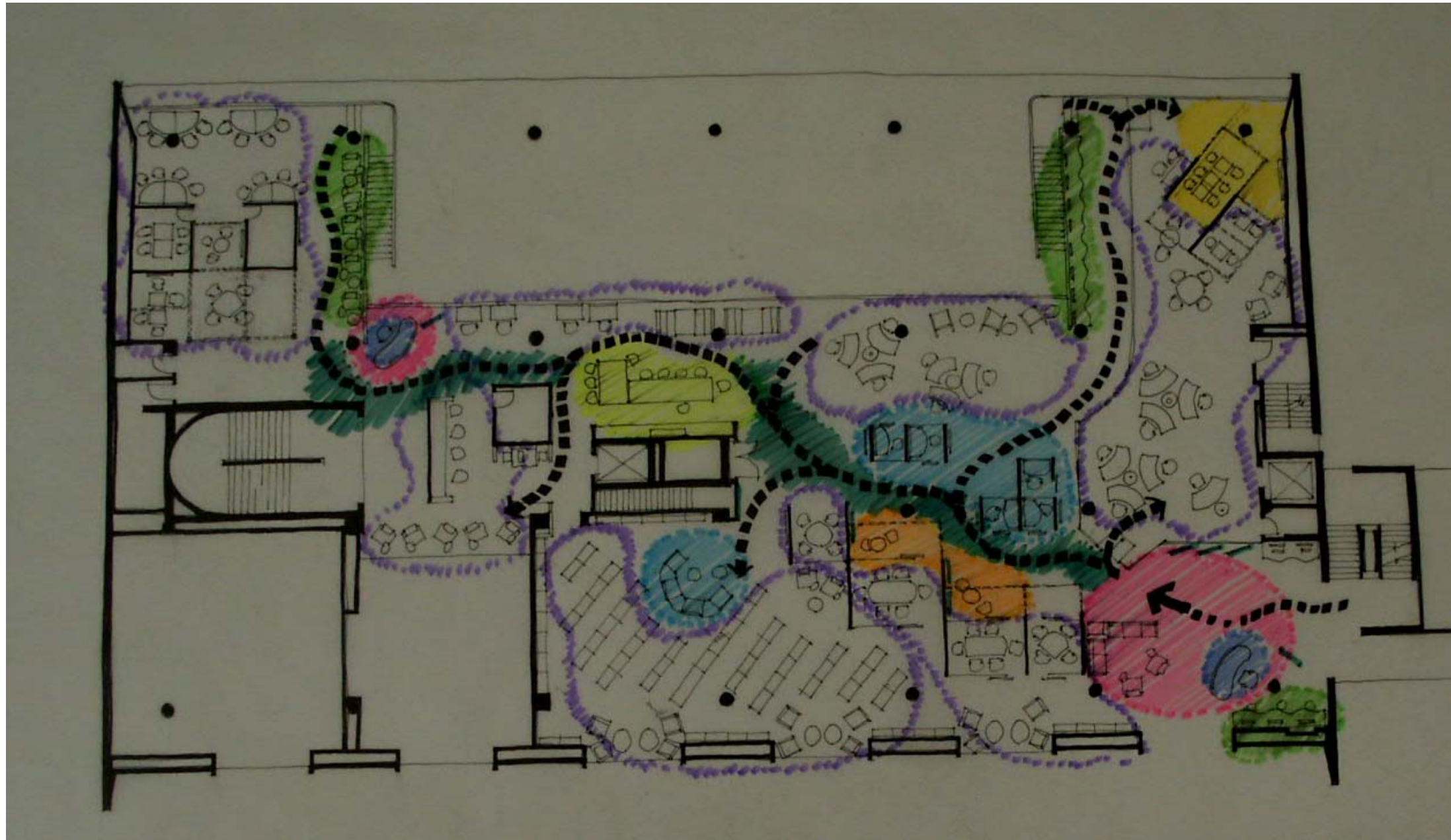
Translation into Concept

Translation Pattern



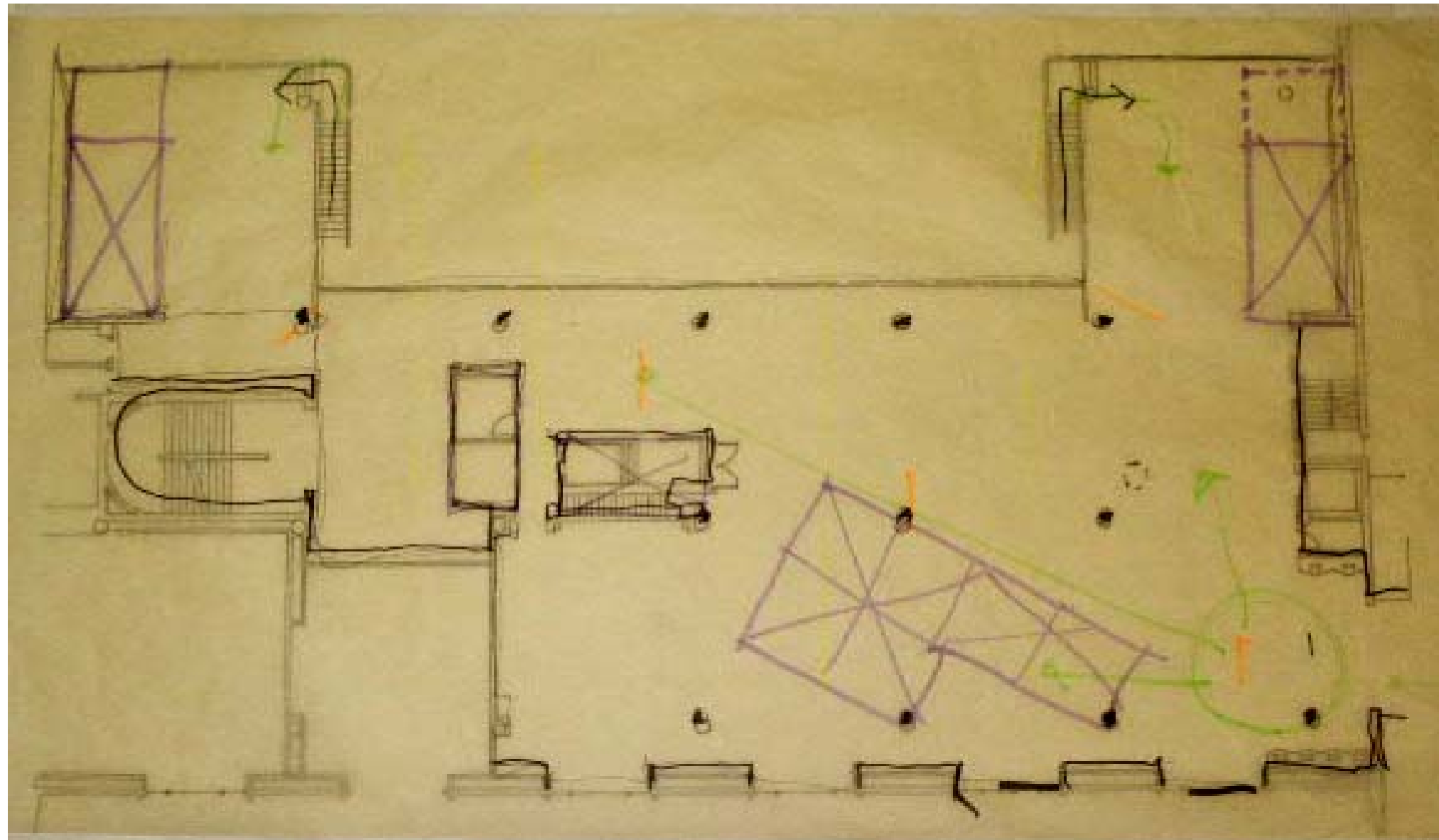
Translation into Concept

Concept Development



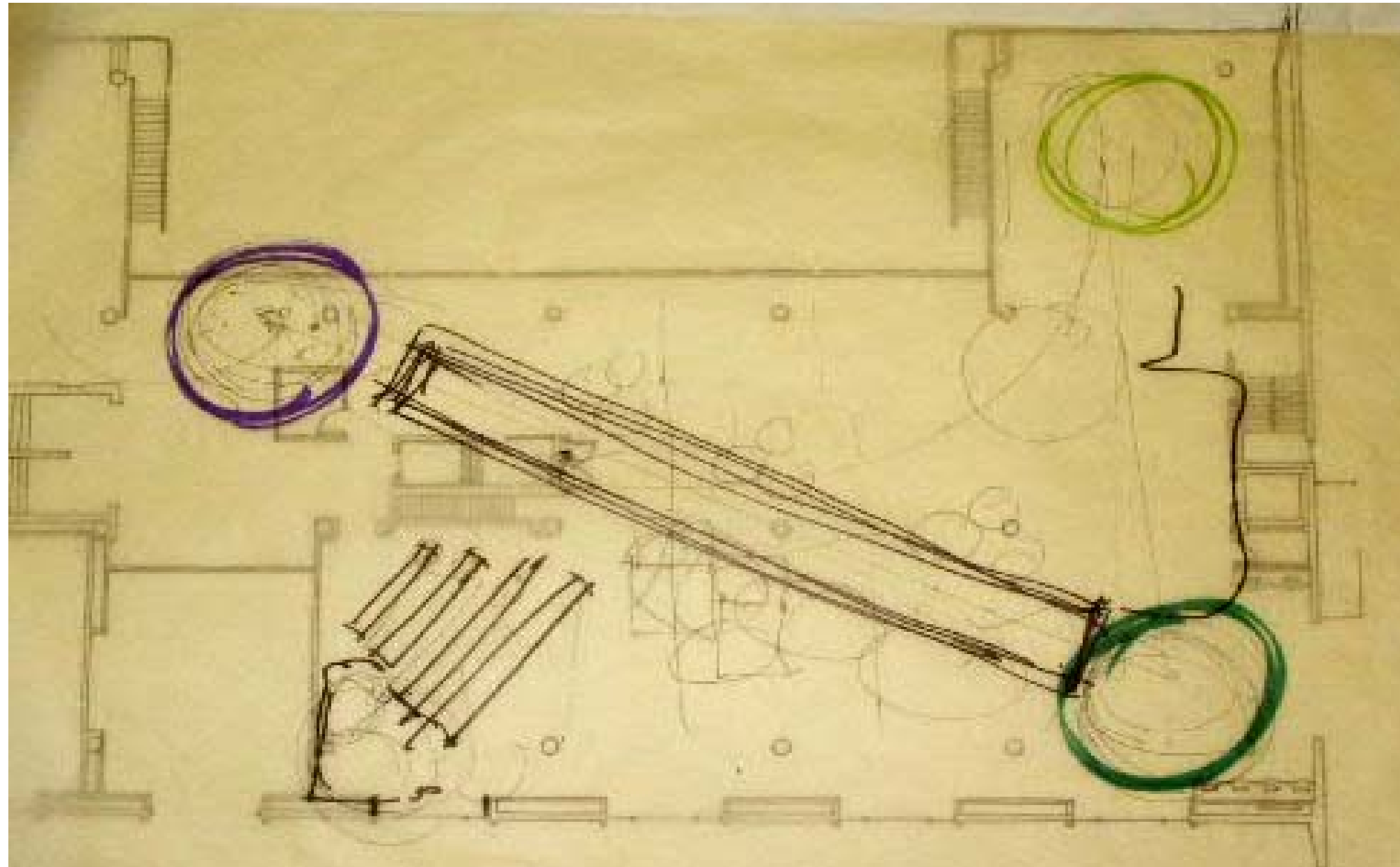
Translation into Concept

Concept Development

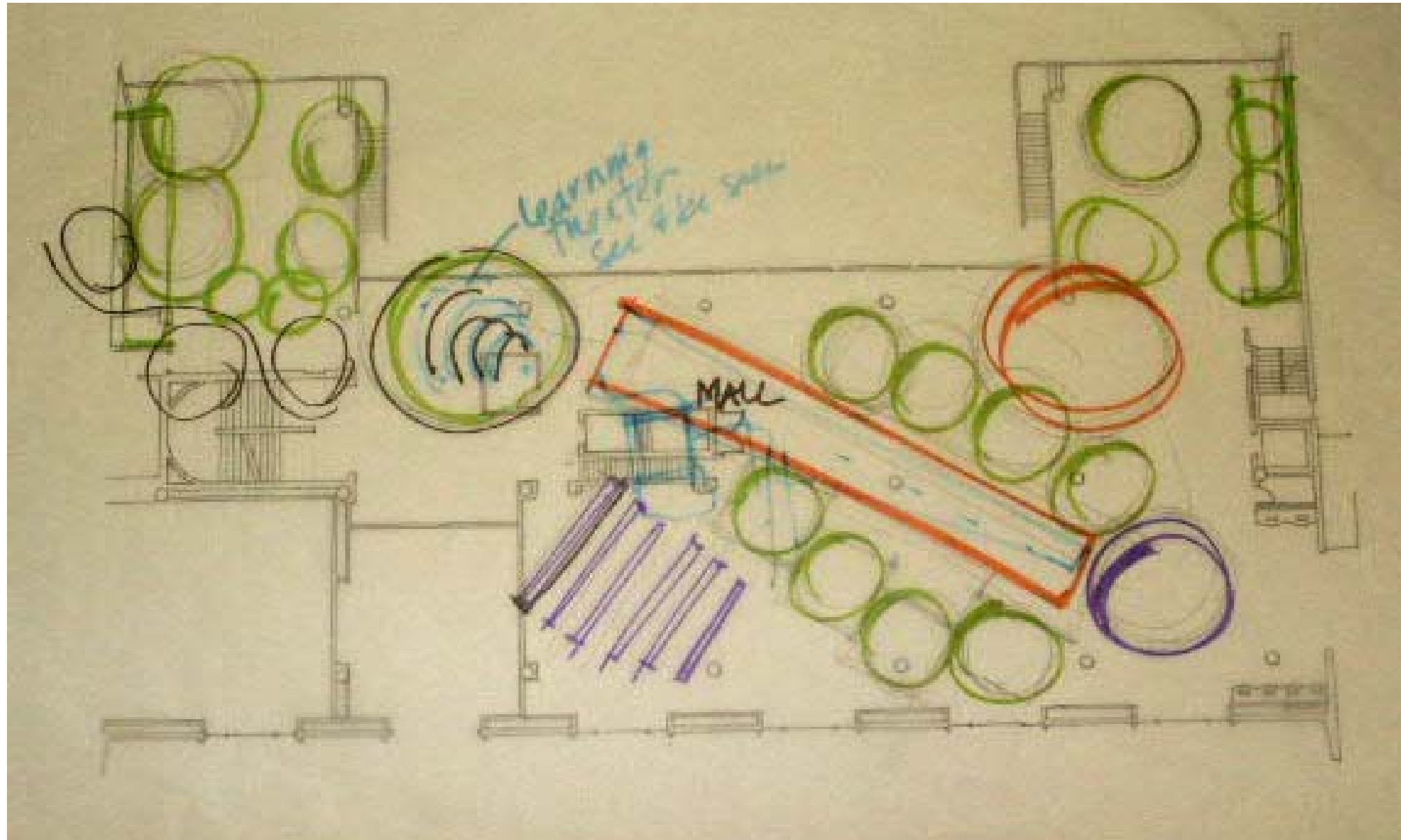


Translation into Concept

Concept Development

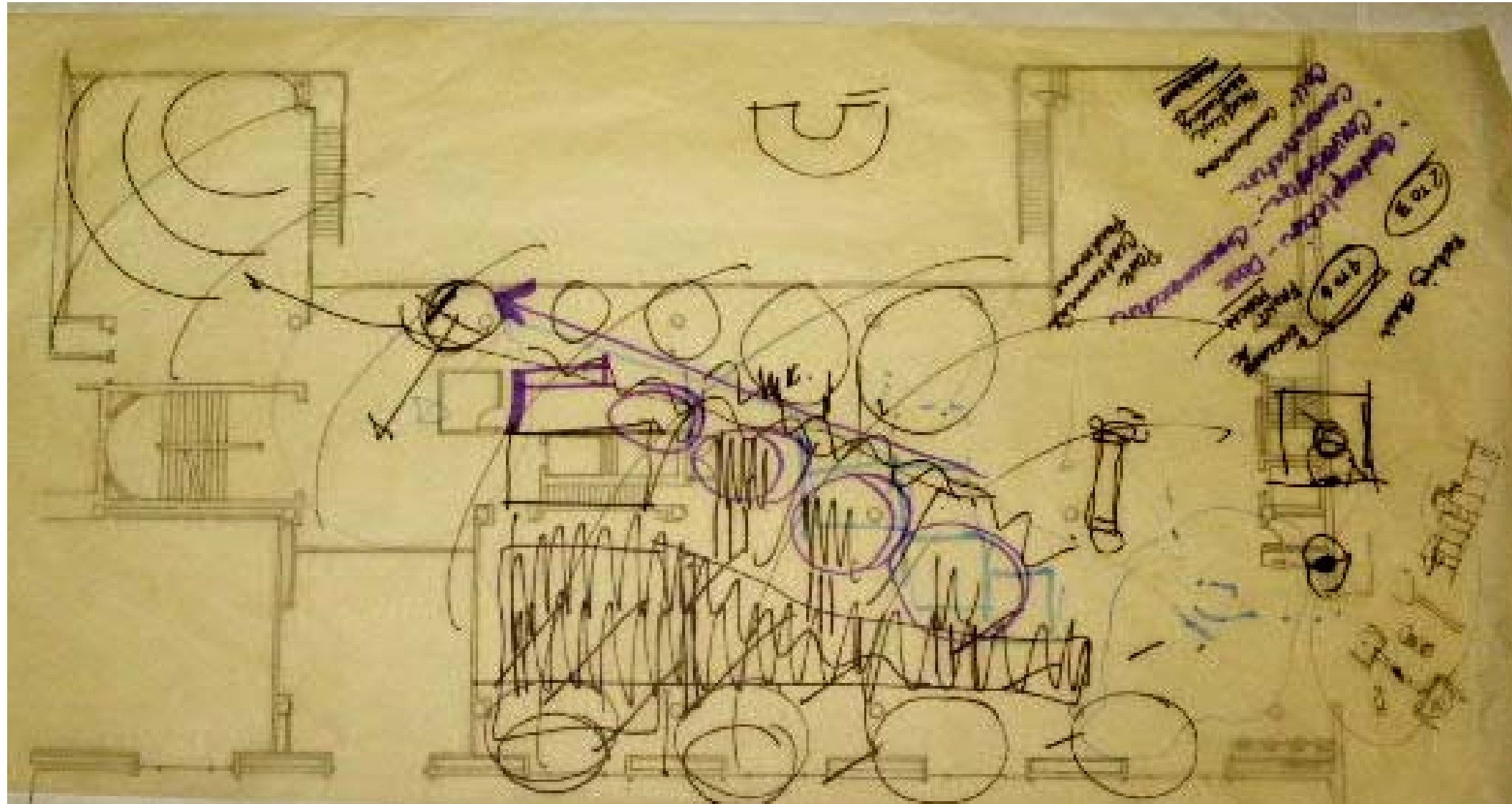


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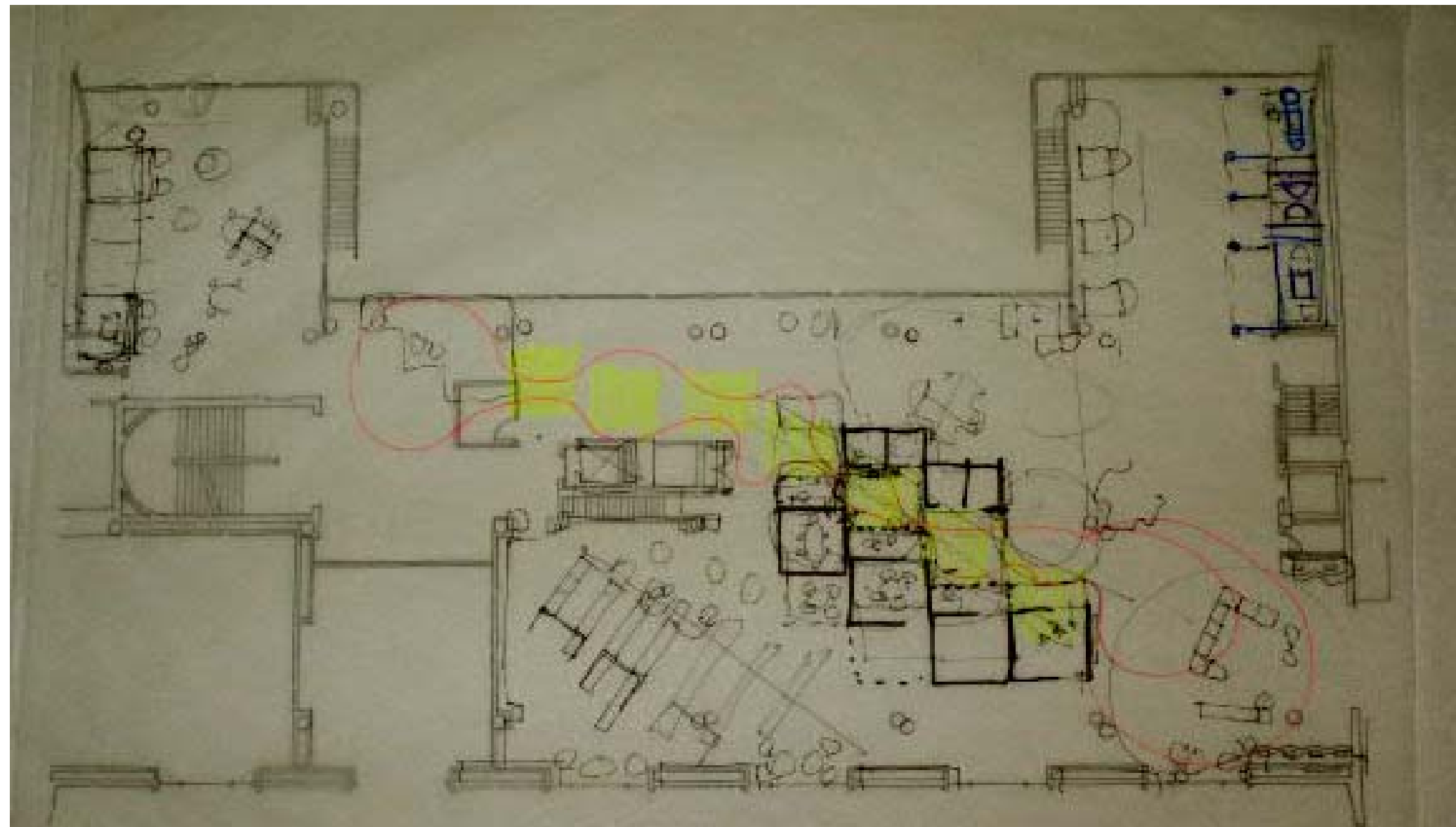


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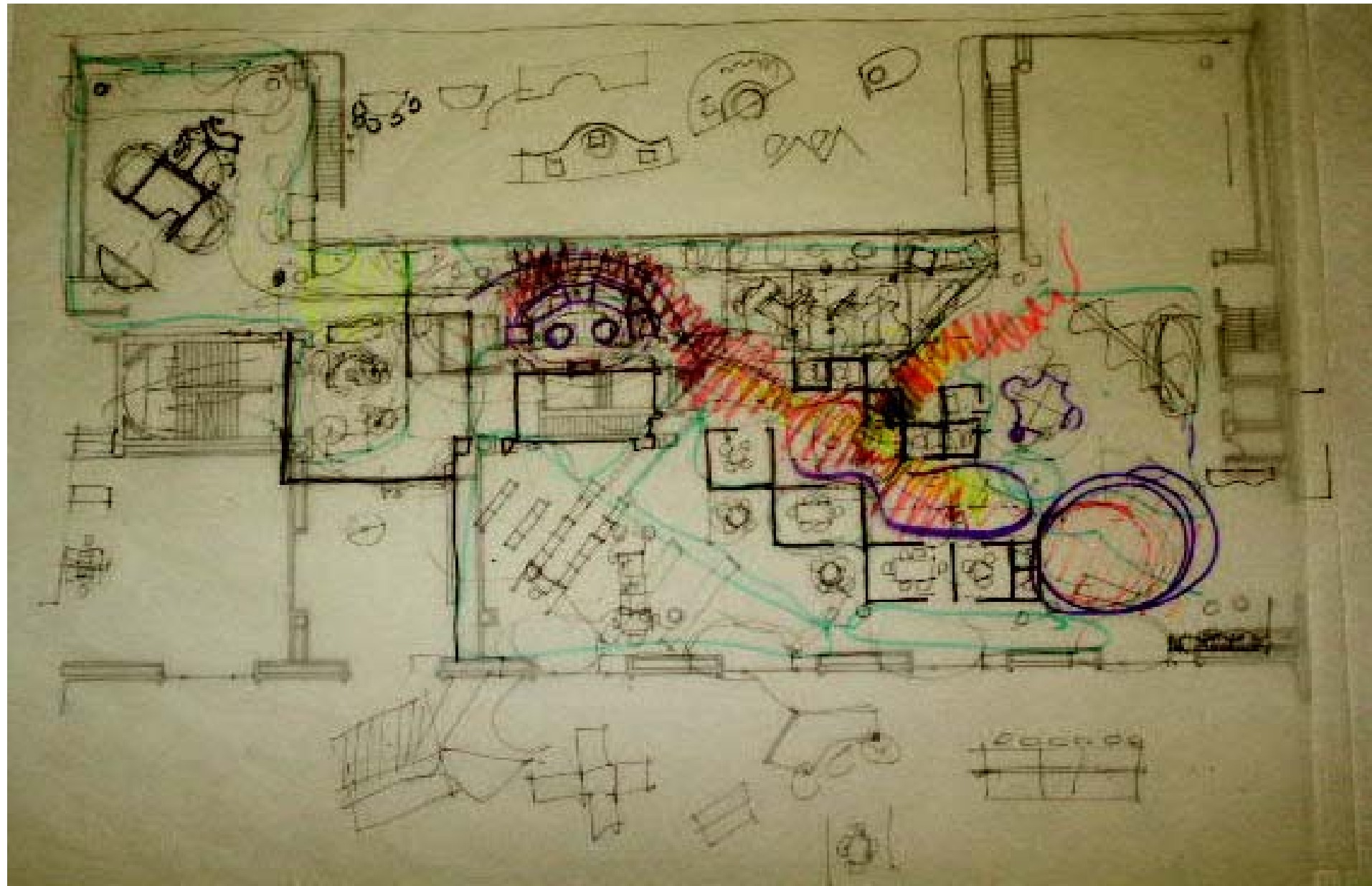


Translation into Concept



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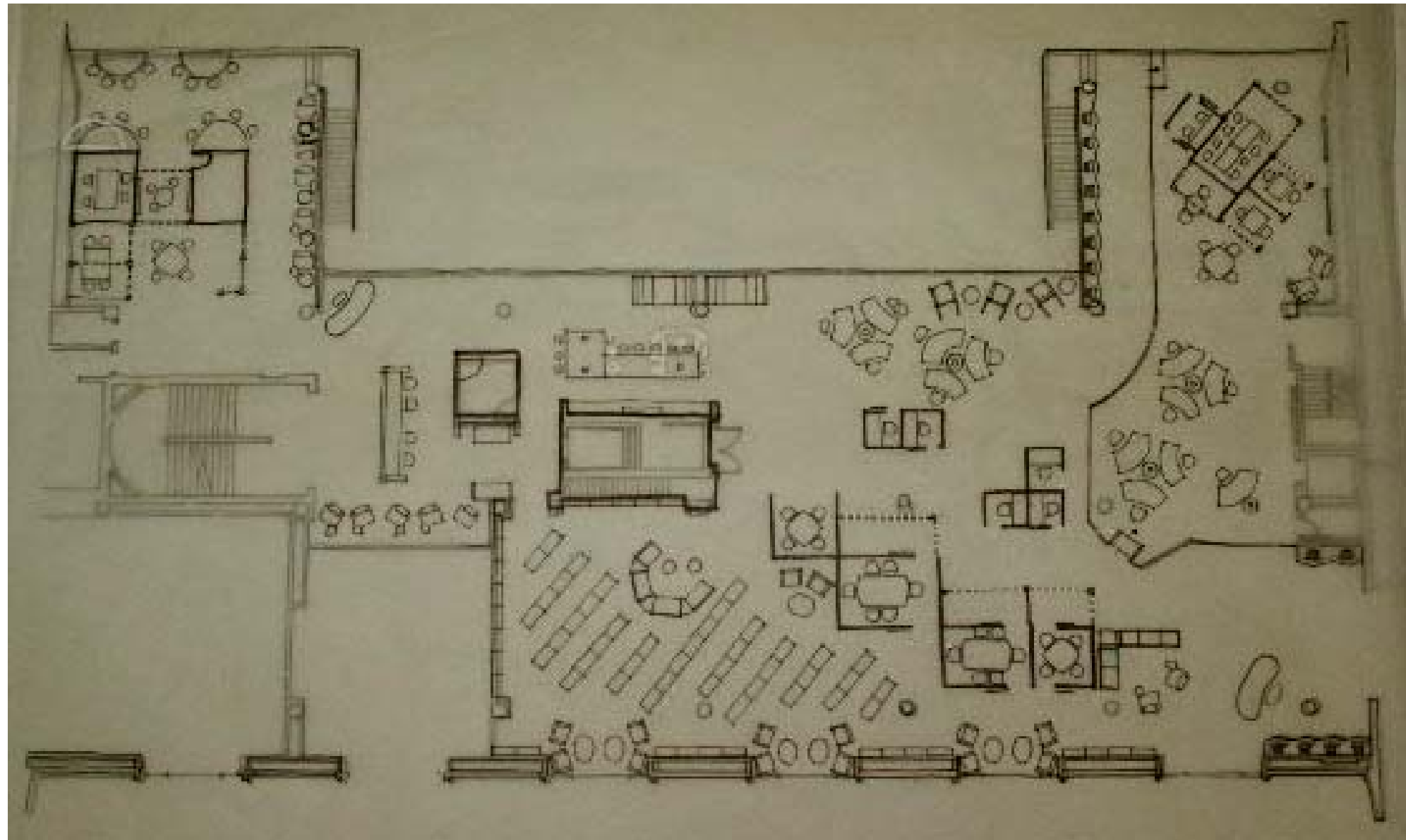
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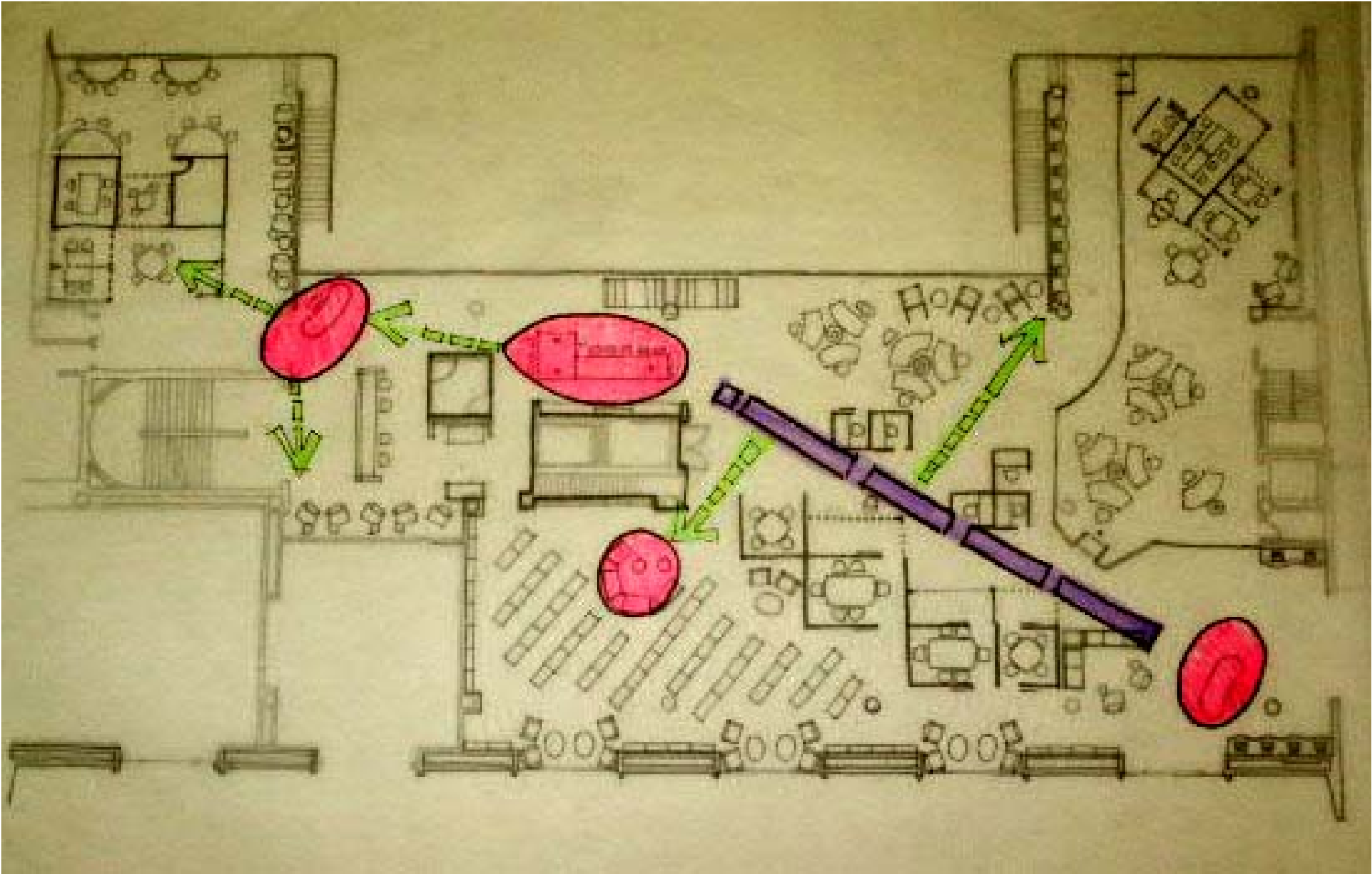


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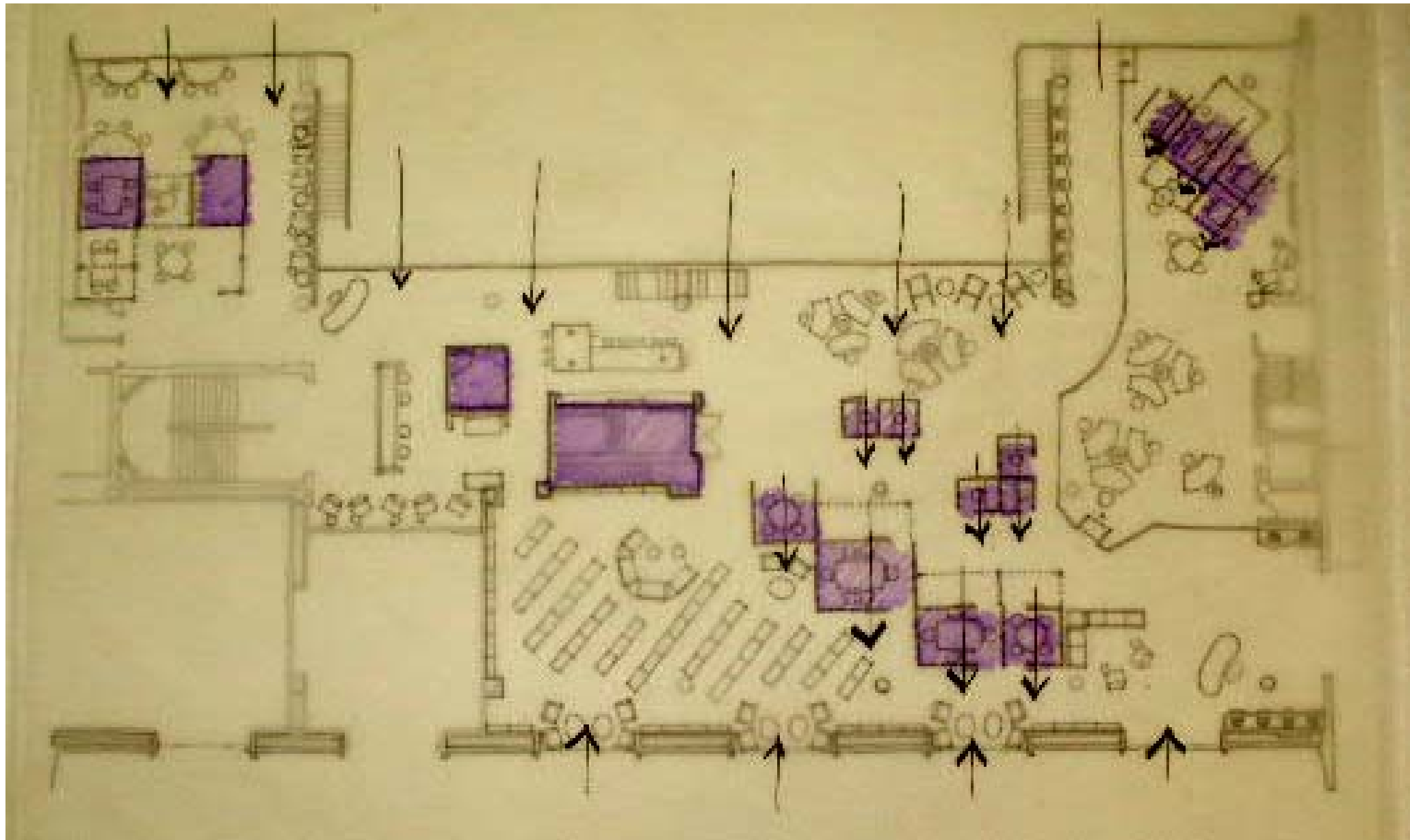


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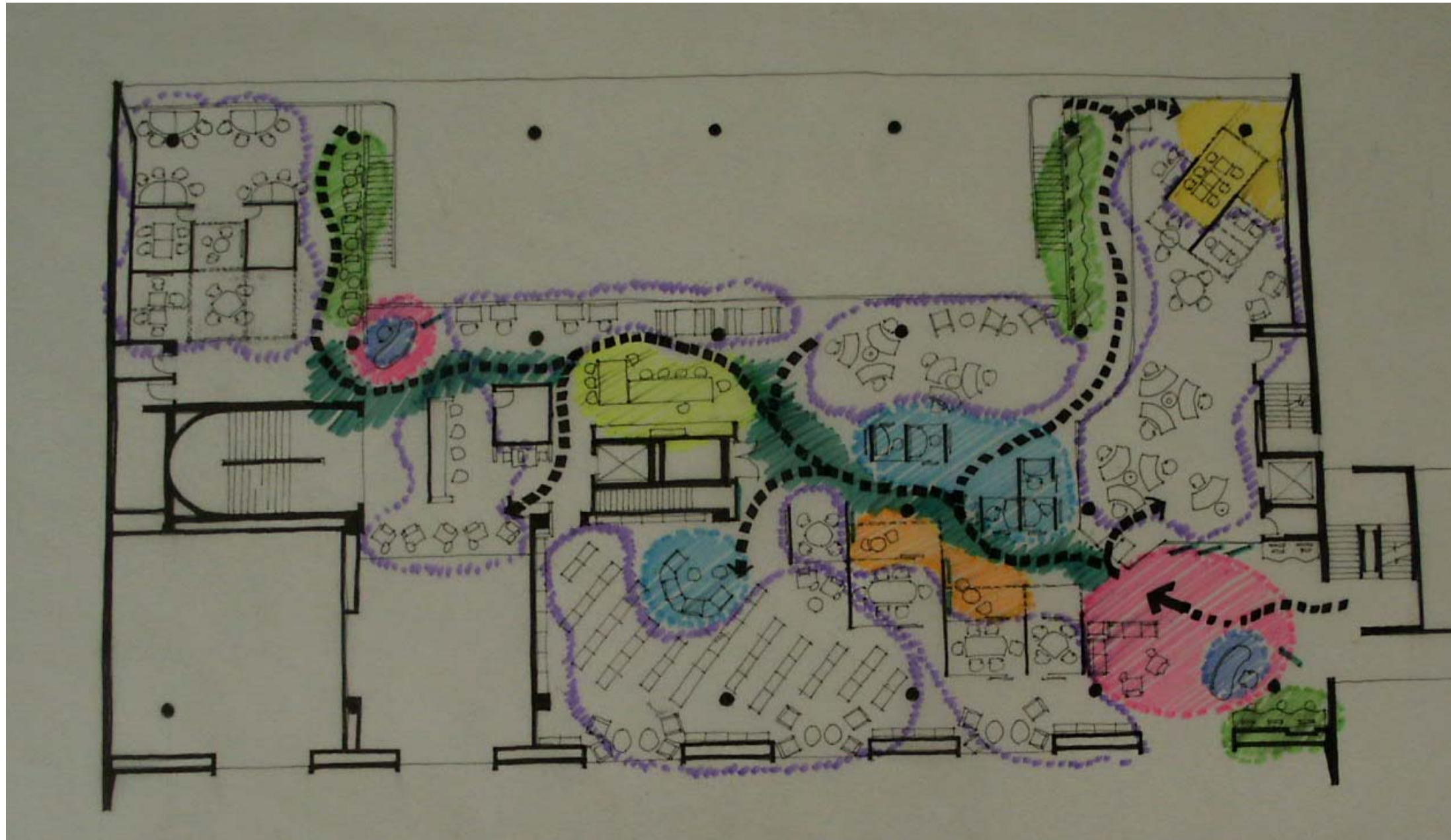


Translation into Concept



Translation into Concept

Concept Development



The Potential of the Library



DISCLOSURE INFORMATION

Contents

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Client
Georgia Institute of Technology

Date
November 2003

Document
2nd floor west study

Confidential

